

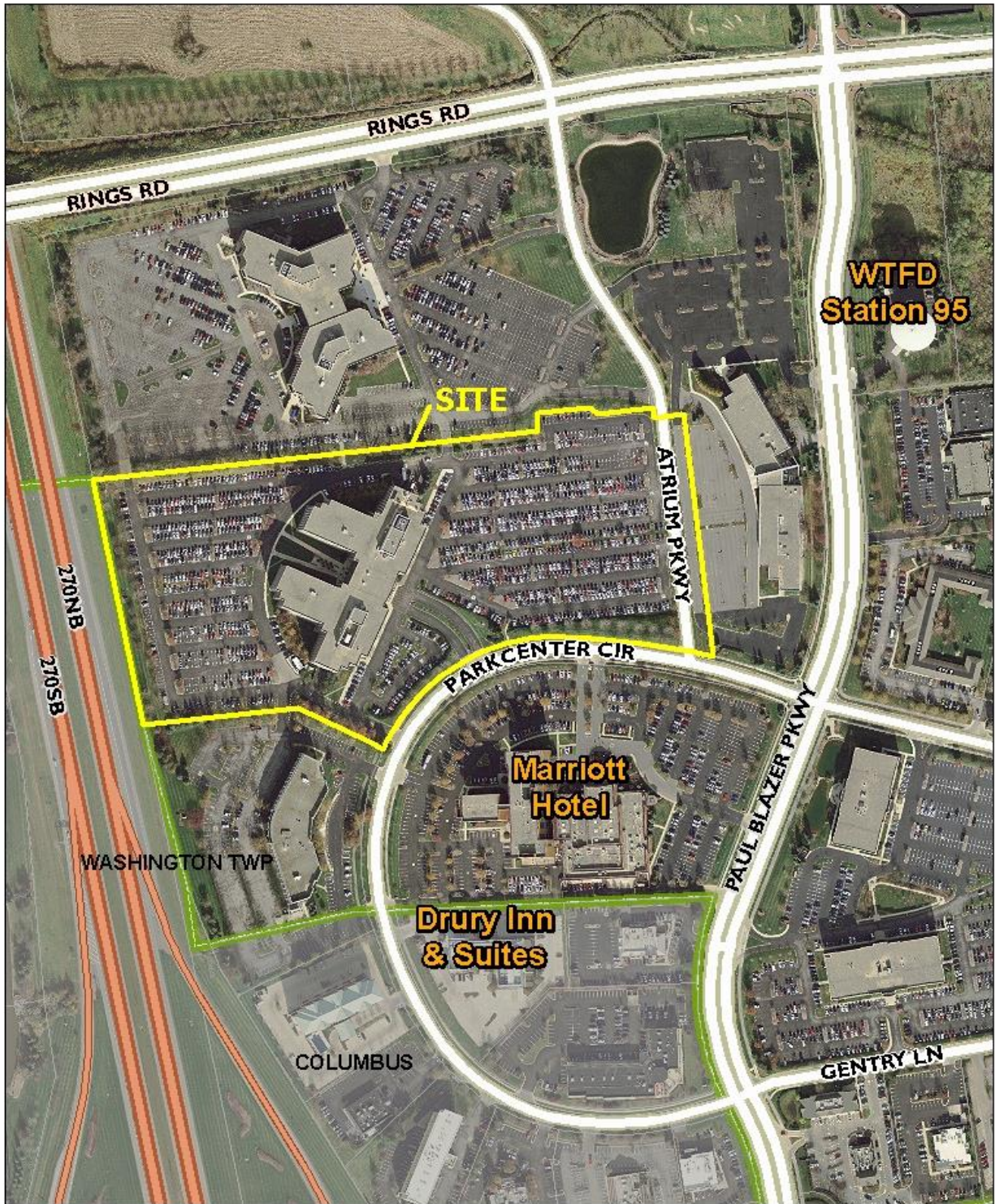
Planning Report

Thursday, December 4, 2014

Tuttle I-270, Subarea A – Nationwide Signs

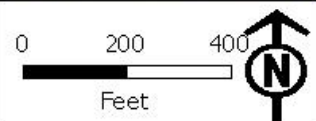
Case Summary

Agenda Item	3
Case Number	14-110AFDP
Site Location	5525 Parkcenter Circle North side of Parkcenter Circle, west of intersection of Paul Blazer Parkway.
Proposal	To replace the sign faces of two existing ground signs.
Applicant	Stanley Young III, Columbus Sign Co. Inc.
Case Manager	Marie Downie, Planner (614) 410-4679 mdownie@dublin.oh.us
Requests	Review and approval of an amended final development plan under the provisions of Zoning Code Section 153.050.
Planning Recommendation	The proposal meets the applicable review criteria and approval is recommended with the following condition:
Conditions	1) That the proposed signs be revised to meet Code requirements for secondary image percentages.



City of Dublin

14-110AFDP
Amended Final Development Plan
Nationwide Insurance
5525 Parkcenter Circle



Facts

Site Area	18.1 acres
Zoning	PCD, Planned Commerce District (Tuttle I-270 plan)
Surrounding Zoning and Uses	North: PUD, Planned Unit Development (Atrium II plan) East: PCD, Planned Commerce District (Tuttle Crossing plan) South: PUD, Planned Commerce Development (Tuttle I-270 plan) West: Interstate 270
Site Features	<ul style="list-style-type: none"> Two, 5-story buildings of approximately 325,000 square feet connected by a glass atrium. Two large parking areas located at front and rear of the building. Access from Parkcenter Circle and two north/south internal drives between the sites. Two existing ground signs located at Parkcenter Circle and I-270.
Site History	<p>2013</p> <p>The Planning and Zoning Commission approved a minor text modification and amended final development plan to the permit the existing sign at the Parkcenter Circle entrance to have a secondary image that is 45 square feet instead of 10 square feet due to its creativity and high quality. The conditions also required any future sign modifications be approved the Commission.</p> <p>1995</p> <p>City Council approved Ordinance 102-95 on December 18, 1995, rezoning 34.4 acres to the Tuttle I-270PCD.</p> <p>The Planning and Zoning Commission approved a development plan for the construction of two, 5-story office buildings with an atrium connector on June 15, 1995.</p>

Details

Amended Final Development Plan

Process

The applicant is proposing to replace the faces of two existing ground signs located along Parkcenter Circle and I-270 to match new corporate branding. The sign locations do not change.

Details	Amended Final Development Plan
Code Requirements	<p>The approved development text does not address signs for this site, the requirements default to the sign provision of the Zoning Code. Code permits one wall or ground sign for this site with a maximum area of 50 square feet and 15 foot height. An additional sign is permitted along the Interstate 270 frontage with a maximum area of 80 square feet and 12 foot height. No location changes are proposed.</p> <p>The secondary image for the Parkcenter Circle sign was approved at 45 square feet with the minor text modification in 2013. This minor text modification was granted due to the uniqueness of the previously proposed sign. Given the significant change in the sign design, Planning recommends the proposed sign meet all Zoning Code requirements.</p>
Sign Details	<p>The locations of both signs and the existing bases will remain, with minor alterations to accommodate the new sign faces Channeled logos and push-through letters are proposed, with internal LED illumination. Both signs have secondary images of the Nationwide "N" and an eagle, with a tag line of "is on your side," both of which are included in the calculation for secondary images. This is part of the rebranding effort by the applicant.</p> <p><i>Parkcenter Circle</i></p> <p>According to Code, a secondary image cannot exceed 20% of the maximum permitted area of the sign face. The proposed 43-square-foot sign is permitted a secondary image of 10 square feet, based on the allowed sign size of 50 square feet. The applicant is proposing a secondary image of 16.45 square feet, which exceeds the permitted area by 6.45 square feet.</p> <p><i>Interstate 270</i></p> <p>The proposed 80-square-foot sign is permitted a secondary image of 16 square feet. The applicant is proposing secondary image at 29.25 square feet exceeding the permitted area by 13.25 square feet.</p> <p>Planning recommends the applicant modify the proposed signs to meet the secondary image requirements.</p> <div data-bbox="987 978 1419 1346" data-label="Image"> </div> <p data-bbox="1029 1350 1377 1377">Proposed Parkcenter Circle Sign</p> <div data-bbox="980 1446 1419 1797" data-label="Image"> </div> <p data-bbox="1094 1801 1315 1829">Proposed I-270 Sign</p>

Analysis	Amended Final Development Plan
Process	Section 153.050 of the Zoning Code identifies criteria for the review and approval for an amended final development plan (full text of criteria attached). Following is an analysis by Planning based on those criteria.
1) <i>Consistency with the approved preliminary development plan.</i>	Criterion met with condition: The proposal does not alter the site and meets the Code for number, size, color, height of signs. The proposed secondary image will need to be reduced to meet Code.
2) <i>Traffic and pedestrian safety</i>	Not applicable.
3) <i>Adequate public services and open space</i>	Not applicable.
4) <i>Protection of natural features and resources</i>	Not applicable.
5) <i>Adequacy of lighting</i>	Criterion met: The proposal meets the requirements of the Code.
6) <i>Signs consistent with preliminary development plan</i>	Criterion met with condition: This proposal meets Code regarding overall area, height, color and location. Planning recommends the proposed signs meet the secondary image requirements.
7) <i>Appropriate landscaping to enhance, buffer, & soften the building and site</i>	Criterion met: No modifications to the landscaping are proposed.
8) <i>Compliant Stormwater management</i>	Not applicable.
9) <i>All phases comply with the previous criteria.</i>	Not applicable.
10) <i>Compliance with other laws & regulations.</i>	Criterion met: The proposal complies with all other known applicable local, state, and federal laws and regulations.

Recommendation		Amended Final Development Plan
Approval	Based on Planning's analysis, the proposed ground signs are consistent with Code and the amended final development plan and approval is recommended with one condition.	
Conditions	1) That the proposed signs be revised to meet Code requirements for secondary image percentages.	

AMENDED FINAL DEVELOPMENT PLAN REVIEW CRITERIA

Review Criteria

In accordance with Section 153.055(B) Plan Approval Criteria, the Code sets out the following criteria of approval for a final development plan:

- 1) The plan conforms in all pertinent respects to the approved preliminary development plan provided, however, that the Planning and Zoning Commission may authorize plans as specified in §153.053(E)(4);
- 2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and to adjacent property;
- 3) The development has adequate public services and open spaces;
- 4) The development preserves and is sensitive to the natural characteristics of the site in a manner that complies with the applicable regulations set forth in this Code;
- 5) The development provides adequate lighting for safe and convenient use of the streets, walkways, driveways, and parking areas without unnecessarily spilling or emitting light onto adjacent properties or the general vicinity;
- 6) The proposed signs, as indicated on the submitted sign plan, will be coordinated within the Planned Unit Development and with adjacent development; are of an appropriate size, scale, and design in relationship with the principal building, site, and surroundings; and are located so as to maintain safe and orderly pedestrian and vehicular circulation;
- 7) The landscape plan will adequately enhance the principal building and site; maintain existing trees to the extent possible; buffer adjacent incompatible uses; break up large expanses of pavement with natural material; and provide appropriate plant materials for the buildings, site, and climate;
- 8) Adequate provision is made for storm drainage within and through the site which complies with the applicable regulations in this Code and any other design criteria established by the City or any other governmental entity which may have jurisdiction over such matters;
- 9) If the project is to be carried out in progressive stages, each stage shall be so planned that the foregoing conditions are complied with at the completion of each stage; and
- 10) The Commission believes the project to be in compliance with all other local, state, and federal laws and regulations.